

Company Profile

公司简介

The Melchers China organization is a member of the globally operating Melchers Group. Headquartered in Bremen, Germany, C. Melchers GmbH & Co. KG is privately-owned and was founded by Carl Melchers (1781-1854) and Carl Focke in 1806. Establishing its first Asian branch in 1866 in Hong Kong, the company is engaged in doing business in Asia ever since.

美最时中国隶属于美最时跨国集团。总部位于德国不来梅的 C. Melchers GmbH & Co. KG 是一家私营企业，由卡尔·美最时（1781-1854）和卡尔·福克于 1806 年创立。于 1866 年在香港设立了第一家亚洲分公司，此后便一直从事亚洲业务。

Melchers is a global company with a wide range of services and trading know-how in diverse business areas. The services cover the entire value chain – from product development and manufacture through sales and retailing to marketing and after-sales service. The highly diversified group operates from over 17 locations in Greater China and serves customers in 15 industries in the machinery and industrial products, healthcare, and retail sectors.

美最时是一家跨国集团，在多个业务领域拥有广泛的服务范围和贸易专业知识。其服务覆盖整个价值链——从产品开发与制造，到销售、零售，再到市场营销和售后服务。高度多元化，在大中华区设有17多个分支机构，为机械和工业产品、医疗保健及零售领域的15个行业的客户提供服务。

To support our growth, we are looking for a:

为支持我们的发展，我们正在寻找一位：

Digital Marketing Intern

数字营销实习生

Location: Shanghai

工作地点: 上海

Report to: E-Commerce Manager

Job Description:

岗位职责:

1. Assist in operating and managing content on Xiaohongshu, Tmall, Douyin, and other platforms, understanding their basic operational logic.
协助运营公司在小红书、天猫、抖音等平台的内容，理解各平台的基础运营逻辑并参与执行。
2. Participate in editing, publishing, and promoting social media content, and support the

development of creative content strategies.

参与社交媒体内容的编辑、发布和推广，协助策划创意内容方案。

3. Assist in translating and localizing content between Chinese and English, ensuring alignment with brand voice.

协助完成中英文内容的翻译与本地化工作，确保内容风格与品牌调性保持一致。

4. Monitor trends and activities of fashion KOLs on social media, supporting analysis for potential collaboration opportunities.

监测社交媒体时尚KOL动态与趋势，为潜在合作机会提供分析支持。

5. Other e-commerce department-related matters requiring assistance.

其他电商部门相关事宜。

Requirements:

任职要求:

1. Familiarity with the basic operational mechanics of Xiaohongshu, Tmall, Douyin, etc. Prior experience is a plus.
熟悉小红书、天猫、抖音等平台的基本运营机制。有相关经验者优先。
2. Strong content editing and strategy planning skills, with the ability to create basic content independently.
具备优秀的内容编辑与策略规划能力，能够独立完成基础内容创作。
3. Excellent English translation skills, capable of handling bilingual content accurately.
拥有出色的英语翻译水平，能精准处理双语内容。
4. Keen sensitivity to fashion KOLs on social media, with the ability to quickly identify industry trends.
对社交媒体时尚类 KOL 保持敏锐感知，能快速捕捉行业动向。
5. Proactive, with strong communication skills and a collaborative mindset.
积极主动，沟通能力强，具备团队协作精神。
6. Available to work at least 3 days per week for a minimum of 3 months.
每周可保证至少 3 天工作制，持续 3 个月以上。

7. Junior/Senior year of undergraduate studies, or currently a postgraduate.
大学本科大三/大四在读，或研究生在读

Applicants are requested to send their CV and expected annual salary to Jojo Zhang
at jojozhang@melchers.com.cn

申请人请将您的简历及期望薪酬发送至: jojozhang@melchers.com.cn